

ORDER



KSDK

Orders
Order / Rev: 724166
Alt Order #: 06390460
Product Desc: SPENCE 4 GOVERNOR
Estimate: C23C24
Flight Dates: 10/23/12 - 10/24/12
Original Date / Rev: 10/22/12 / 10/22/12
Order Type: Political

Primary AE: Kristin Waskie
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Smart Media Group Inc/ POL
Buying Contact:
Billing Contact:
 814 King Street
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Spence/ R/ Gov
Demographic: A35+
Product Codes: PL-Governor
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 10/22/12 | 10/28/12 | 15 | \$14,700.00 | \$12,495.00 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|--------------------|--------------------|-------------|
| October 2012 | 15 | \$14,700.00 | \$12,495.00 | 0.00 |
| Totals | 15 | \$14,700.00 | \$12,495.00 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Kristin Waskie | | | Start Of Order - End Of Order | 100% |

Order Share

| | Share | Total |
|--------|-------|-------------|
| KSDK | 41% | \$14,700.00 |
| Market | 100% | \$35,853.66 |

Competitive Share

| | Share | Total |
|-------|-------|-------------|
| CABLE | 0% | \$0.00 |
| KDNL | 2% | \$717.07 |
| KETC | 0% | \$0.00 |
| KMOV | 34% | \$12,190.24 |
| KNLC | 0% | \$0.00 |
| KPLR | 6% | \$2,151.22 |
| KTVI | 17% | \$6,095.12 |
| UNKWN | 0% | \$0.00 |
| WHSL | 0% | \$0.00 |
| WPXS | 0% | \$0.00 |
| WRBU | 0% | \$0.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------|------|-------------------|-----------------|----------------------------|-------|----------------|-------------------|-----|-------------|----------|---------------|------|------|-------|----------|
| E 1 | KSDK | 10/23/12 | 10/23/12 | M-F Noon News Noon News | CM | 12-1230p | -T----- | :30 | 1 | \$525.00 | P-2 | 0.00 | NM | 1 | \$525.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/22/12 | 10/28/12 | -T----- | | | 1 | | \$525.00 | | 0.00 | | | | |
| E 2 | KSDK | 10/24/12 | 10/24/12 | M-F Noon News Noon News | CM | 12-1230p | --W---- | :30 | 1 | \$525.00 | P-2 | 0.00 | NM | 1 | \$525.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |

Order / Rev: 724166
 Alt Order #: 06390460
 Flight Dates: 10/23/12 - 10/24/12

Advertiser: Spence/ R/ Gov
 Product Desc: SPENCE 4 GOVERNOR
 Estimate: C23C24

KSDK

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|------|-------|-------------------|-----------------|---|-------|-------------------------------|---------|-----|-------------|------------|---------------|------|--------|-------|-------------|
| E 2 | KSDK | 10/24/12 | 10/24/12 | M-F Noon News Noon News | CM | 12-1230p | --W---- | :30 | 1 | \$525.00 | P-2 | 0.00 | NM | 1 | \$525.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | Week: | 10/22/12 | 10/28/12 | --W---- | | 1 | | | \$525.00 | | 0.00 | | | | |
| E 3 | KSDK | 10/23/12 | 10/23/12 | M-F 1230-1p Show Me St. Louis | CM | 1230-1p (12:30 PM-1:00 PM) | -T----- | :30 | 1 | \$450.00 | P-2 | 0.00 | NM | 1 | \$450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | Week: | 10/22/12 | 10/28/12 | -T----- | | 1 | | | \$450.00 | | 0.00 | | | | |
| E 4 | KSDK | 10/24/12 | 10/24/12 | M-F 1230-1p Show Me St. Louis | CM | 1230-1p (12:30 PM-1:00 PM) | --W---- | :30 | 1 | \$450.00 | P-2 | 0.00 | NM | 1 | \$450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | Week: | 10/22/12 | 10/28/12 | --W---- | | 1 | | | \$450.00 | | 0.00 | | | | |
| E 5 | KSDK | 10/24/12 | 10/24/12 | M-F 430-5p Jeopardy | CM | 430-5p | --W---- | :30 | 1 | \$825.00 | P-2 | 0.00 | NM | 1 | \$825.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | Week: | 10/22/12 | 10/28/12 | --W---- | | 1 | | | \$825.00 | | 0.00 | | | | |
| E 6 | KSDK | 10/23/12 | 10/23/12 | M-F 5-6A 5-6a | CM | 5-6A | -T----- | :30 | 1 | \$450.00 | P-2 | 0.00 | NM | 1 | \$450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | Week: | 10/22/12 | 10/28/12 | -T----- | | 1 | | | \$450.00 | | 0.00 | | | | |
| E 7 | KSDK | 10/24/12 | 10/24/12 | M-F 5-6A 5-6a | CM | 5-6A | --W---- | :30 | 1 | \$450.00 | P-2 | 0.00 | NM | 1 | \$450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | Week: | 10/22/12 | 10/28/12 | --W---- | | 1 | | | \$450.00 | | 0.00 | | | | |
| E 8 | KSDK | 10/23/12 | 10/23/12 | M-F 6-7A 6-7a | CM | 6-7A | -T----- | :30 | 1 | \$900.00 | P-2 | 0.00 | NM | 1 | \$900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | Week: | 10/22/12 | 10/28/12 | -T----- | | 1 | | | \$900.00 | | 0.00 | | | | |
| E 9 | KSDK | 10/24/12 | 10/24/12 | M-F 6-7A 6-7a | CM | 6-7A | --W---- | :30 | 1 | \$900.00 | P-2 | 0.00 | NM | 1 | \$900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | Week: | 10/22/12 | 10/28/12 | --W---- | | 1 | | | \$900.00 | | 0.00 | | | | |
| E 10 | KSDK | 10/24/12 | 10/24/12 | M-F NBC Today 7-9A NBC Today 7-9A | CM | 7-9A | --W---- | :30 | 1 | \$825.00 | P-2 | 0.00 | NM | 1 | \$825.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | Week: | 10/22/12 | 10/28/12 | --W---- | | 1 | | | \$825.00 | | 0.00 | | | | |
| E 11 | KSDK | 10/24/12 | 10/24/12 | M-F 6P News News Channel 5 at 6P | CM | 6-630P | --W---- | :30 | 1 | \$2,025.00 | P-2 | 0.00 | NM | 1 | \$2,025.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | Week: | 10/22/12 | 10/28/12 | --W---- | | 1 | | | \$2,025.00 | | 0.00 | | | | |
| E 12 | KSDK | 10/24/12 | 10/24/12 | Late Night Late Night w/Jimmy Fallon | CM | 1135p-1235x | --W---- | :30 | 1 | \$225.00 | P-2 | 0.00 | NM | 1 | \$225.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | Week: | 10/22/12 | 10/28/12 | --W---- | | 1 | | | \$225.00 | | 0.00 | | | | |
| E 13 | KSDK | 10/24/12 | 10/24/12 | LN (M-F) LN (M-F) | CM | 10-1035p | --W---- | :30 | 1 | \$2,250.00 | P-2 | 0.00 | NM | 1 | \$2,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | Week: | 10/22/12 | 10/28/12 | --W---- | | 1 | | | \$2,250.00 | | 0.00 | | | | |
| E 14 | KSDK | 10/23/12 | 10/23/12 | 630-7P Wheel 630-7P Wheel of Fortune | CM | 630-7P | -T----- | :30 | 1 | \$1,950.00 | P-2 | 0.00 | NM | 1 | \$1,950.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | Week: | 10/22/12 | 10/28/12 | -T----- | | 1 | | | \$1,950.00 | | 0.00 | | | | |
| E 15 | KSDK | 10/24/12 | 10/24/12 | 630-7P Wheel 630-7P Wheel of Fortune | CM | 630-7P | --W---- | :30 | 1 | \$1,950.00 | P-2 | 0.00 | NM | 1 | \$1,950.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | Week: | 10/22/12 | 10/28/12 | --W---- | | 1 | | | \$1,950.00 | | 0.00 | | | | |
| | | | | | | | | | | | | | Totals | 15 | \$14,700.00 |